



## Tugo Bike Share: Operations Report

November 17, 2017 – July 31, 2018

### OVERVIEW

Tugo Bike Share launched on November 17, 2017 with 330 bikes and 36 stations. The program offers several pass and pricing options: \$8-Daily Pass; \$18-Monthly Pass; \$80-Annual Pass; and \$5-Access Pass (annual pass for qualifying low-income individuals). This report highlights membership, ridership, and operations information from November 17, 2017 - July 31, 2018.

### MEMBERSHIP

Tugo has over 450 active long-term members (monthly and annual pass holders) and has sold over 2,200 daily passes. There has been high utilization of the \$5-Access Pass, which accounts for 18% of total Annual memberships.

### RIDERSHIP

- Tugo customers have taken over 21,000 trips since launch
- Tugo riders have ridden over 14,800 miles, burning over 637,000 total calories
- Average trip length is 21m 30s
- Over 9,900 pounds of CO2 emissions saved from customers electing to use Tugo

### STATION POPULARITY

Below are the top 10 most popular Tugo Stations:

STATION POPULARITY: YEAR TO DATE (through July)				
Station Name	Rentals	Returns	Total	%
Main Gate	1,798	1,810	3,608	10.8%
UA- 2nd Street Garage	1,283	1,219	2,502	7.5%
4th Ave @ 9th St	776	774	1,550	4.6%
Main Library	674	727	1,401	4.2%
University Blvd @ Stone Ave SMART	661	659	1,320	3.9%
4th Ave @ 7th St	676	626	1,302	3.9%
UA-McKale Center	669	626	1,295	3.9%
UA-6th St Garage SMART	674	592	1,266	3.8%
Himmel Park SMART	621	606	1,227	3.7%
Highland Ave @ 6th St SMART	613	590	1,203	3.6%

## RIDERSHIP & MEMBERSHIP SUMMARY

Tugo Monthly Ridership & Membership Statistics						
Month	RIDERSHIP			MEMBERSHIPS		
	Casual	Member	Total	Daily	Monthly	Annual
November	673	618	1,291	305	24	83
December	1,273	1,713	2,986	433	39	55
January	731	1,986	2,717	373	69	36
February	623	1,962	2,585	267	50	23
March	690	2,361	3,051	394	59	18
April	445	2,181	2,626	278	46	7
May	381	1,839	2,220	237	54	13
June	215	1,450	1,665	133	38	8
July	328	1,537	1,865	159	38	7
<b>Total</b>	<b>5,359</b>	<b>15,647</b>	<b>21,006</b>	<b>2,579</b>	<b>417</b>	<b>250</b>

  

Tugo Average Daily Ridership & Membership Statistics						
Month	RIDERSHIP			MEMBERSHIPS		
	Casual	Member	Total	Daily	Monthly	Annual
November	44.9	41.2	86.1	20.3	1.6	5.5
December	41.1	55.3	96.3	14.0	1.3	1.8
January	23.6	64.1	87.6	12.0	2.2	1.2
February	22.3	70.1	92.3	9.5	1.8	0.8
March	22.3	76.2	98.4	12.7	1.9	0.6
April	14.8	72.7	87.5	9.3	1.5	0.2
May	12.3	59.3	71.6	7.6	1.7	0.4
June	7.2	48.3	55.5	4.4	1.3	0.3
July	10.6	49.6	60.2	5.1	1.2	0.2
<b>Total</b>	<b>20.8</b>	<b>60.6</b>	<b>81.4</b>	<b>10.0</b>	<b>1.6</b>	<b>1.0</b>

- 21,006 total trips
- 2,579 Daily Passes sold
- 417 Monthly Passes sold
- 250 Annual Passes sold

## ANNUAL MEMBERSHIP BREAKDOWN

Tugo Annual Membership Breakdown						
Date	Annual	Founder	Installments	Senior	Access	TOTAL
November	30	42	0	2	9	83
December	26	10	2	5	12	55
January	18	7	3	1	7	36
February	15	1	1	1	5	23
March	12	1	0	0	5	18
April	6	0	1	0	0	7
May	7	0	1	0	5	13
June	3	0	0	1	4	8
July	5	1	0	0	1	7
<b>Total</b>	<b>122</b>	<b>62</b>	<b>8</b>	<b>10</b>	<b>48</b>	<b>250</b>

- High Access Pass utilization accounting for 19% of total Annual memberships

### RIDERSHIP BREAKDOWN

Tugo Ridership							
Date	Casual	Member	Total	Trips / Day	T / B / D	Casual	Member
November	673	618	1,291	86	0.26	52.1%	47.9%
December	1,273	1,713	2,986	96	0.29	42.6%	57.4%
January	731	1,986	2,717	88	0.27	26.9%	73.1%
February	623	1,962	2,585	92	0.28	24.1%	75.9%
March	690	2,361	3,051	98	0.30	22.6%	77.4%
April	445	2,181	2,626	88	0.27	16.9%	83.1%
May	381	1,839	2,220	72	0.22	17.2%	82.8%
June	215	1,450	1,665	56	0.17	12.9%	87.1%
July	328	1,537	1,865	60	0.18	17.6%	82.4%
<b>Total</b>	<b>5,359</b>	<b>15,647</b>	<b>21,006</b>	<b>81</b>	<b>0.25</b>	<b>25.5%</b>	<b>74.5%</b>

### TRIP LENGTH AND DURATION

Total Miles and Average Trip Duration				
Period	Miles	Member	Casual	Total
November	794	20m 6s	28m 18s	24m 30s
December	2,020	16m 11s	29m 18s	21m 43s
January	1,980	13m 47s	29m 47s	18m 13s
February	1,786	14m 40s	29m 41s	18m 37s
March	2,321	18m 40s	33m 34s	22m 3s
April	1,981	16m 59s	36m 23s	20m 21s
May	1,664	15m 47s	34m 34s	19m 1s
June	1,152	13m 12s	24m 54s	14m 38s
July	1,128	17m 8s	113m 9s	34m 16s
<b>Total</b>	<b>14,826</b>	<b>16m 5s</b>	<b>36m 39s</b>	<b>21m 13s</b>

### CARBON DIOXIDE SAVED AND CALORIES BURNED

CO <sub>2</sub> Saved and Calories Burned				
Period	CO <sub>2</sub> Saved	Member	Casual	Total
November	533	18,331	15,864	34,195
December	1,356	55,112	31,882	86,994
January	1,327	64,019	21,163	85,181
February	1,197	58,063	18,749	76,812
March	1,555	82,024	17,790	99,814
April	1,327	73,903	11,286	85,189
May	1,115	61,830	9,732	71,562
June	772	44,915	4,606	49,521
July	756	42,133	6,364	48,497
<b>Total</b>	<b>9,937</b>	<b>500,330</b>	<b>137,436</b>	<b>637,766</b>

### BICYCLE MAINTENANCE OPERATIONS

Month	Repairs	Vandalized	In Op Bikes	Missing	Bike / Dock	Rebalanced
November	13	9	0	0	45% - 55%	802
December	35	0	20	0	45% - 55%	1,615
January	98	1	13	0	45% - 55%	1,108
February	35	4	7	0	45% - 55%	1,359
March	25	2	5	0	45% - 55%	886
April	12	0	7	0	45% - 60%	465
May	34	3	10	0	45% - 60%	227
June	59	3	30	0	45% - 55%	344
July	49	1	35	1	45% - 55%	444

### RE-BALANCING OPERATIONS

- 7,250 bikes rebalanced since launch
- Bikes and docks are available for customers at stations 99.92% of the time

### CALL CENTER STATISTICS

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Date	Calls / Emails	Average	Per Ride
November	84	5.6	6.5%
December	168	5.4	5.6%
January	119	3.8	4.4%
February	87	3.1	3.4%
March	101	3.3	3.3%
April	77	2.6	2.9%
May	79	2.5	3.6%
June	45	1.5	2.7%
July	300	9.7	16.1%
<b>Total</b>	<b>1,060</b>	<b>4.1</b>	<b>5.0%</b>



## STATION POPULARITY

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Himmel Park SMART	621	606	1,227	3.7%
Highland Ave @ 6th St SMART	613	590	1,203	3.6%
University Blvd @ 3rd Ave	561	543	1,104	3.3%
UA- Warren Ave @ Helen St	561	538	1,099	3.3%
4th Ave @ 5th St SMART	465	588	1,053	3.1%
Park Ave @ 9th St SMART	491	527	1,018	3.0%
UA- N Olive Underpass SMART	486	463	949	2.8%
Ronstadt Transit Center	482	423	905	2.7%
Tucson Blvd @ 6th St	443	453	896	2.7%
6th Ave @ 7th St	426	463	889	2.7%
North Mercado	444	432	876	2.6%
Campbell Ave @ Copper St	373	323	696	2.1%
Tyndall Ave & 1st St	337	330	667	2.0%
Tucson Convention Center	349	297	646	1.9%
Armory Park	333	297	630	1.9%
Congress St @ 5th Ave	231	397	628	1.9%
Mountain Ave/Copper St SMART	254	316	570	1.7%
Commerce Park SMART	267	280	547	1.6%
Congress St @ Church Ave SMART	233	292	525	1.6%
Tumamoc Hill	256	236	492	1.5%
Santa Rosa	230	256	486	1.5%
Five Points SMART	236	244	480	1.4%
Pima Community College SMART	196	180	376	1.1%
Park Ave @ Lester St SMART	183	174	357	1.1%
UA-Drachman Circle SMART	164	132	296	0.9%
South Mercado SMART	103	139	242	0.7%
South Tucson Municipal Complex	115	98	213	0.6%
Menlo Park SMART	65	79	144	0.4%
<b>TOTAL</b>	<b>16,729</b>	<b>16,729</b>	<b>33,458</b>	<b>100.0%</b>